



# UPDATE

Montana Department of Commerce

## Website Rebuilt For Speed

After three years of hard work by the Promotion Division's Electronic Marketing (EM) department, users of [visitmt.com](http://visitmt.com) should notice a different look to the records of information that come up on their screen after an information search. In the coming weeks, those records will appear on screens faster than ever before. The huge body of information available at [visitmt.com](http://visitmt.com) (roughly 10,000 records) had been stored on a FileMaker database, but has now been converted to a database by Oracle, an industry leader in information management systems. It's been a long, complicated process to make the necessary adjustments, but completion is expected this month. Soon the Promotion Division staff will not hear single-word pronouncements at our Monday morning meetings from the weary voices in Electronic Marketing, telling us how they plan to spend their week: "Oracle."

*Here are some anticipated advantages to the conversion:*

- The switch to Oracle, combined with changes made by EM staff, will greatly increase the speed of searches. Some search techniques that could take, in the worst cases, several minutes to complete, will now happen in seconds.
- Users will need fewer clicks to get to the page they're after. The information on each listing has been placed differently to make the most important information, such as phone numbers and websites of hotels, outfitters, and tourist attractions, easily accessible at the top.
- EM staff will be able to more easily design the pages according to the needs and wants of the users.
- The FileMaker database required that updates or changes to these pages be made once a week in what has been a laborious

process. With the conversion to Oracle, the records will be made in "real time"; that is, as the operator keys them in.

• Besides benefiting the [visitmt.com](http://visitmt.com) website, the Oracle database will also be used to advantage by our call center and the Publications department. Both will have easier access to the data and the information will be able to be taken directly from the database and used by graphic designers for publications such as our Travel Planner and Calendar of Events.

Brian Pierce, database manager, has been leading the effort to convert the database to Oracle. Rogie King, Dan Bethke, and Thurston Elfstrom have been handling the redesign of the database-driven pages, according to Corrie Hahn, head of Electronic Marketing.

## World-Famous Director Shooting Film in Butte



*In Butte, director Wim Wenders, right, discusses a location with the cinematographer and first assistant director of "Don't Come Knocking."*

Butte is headed for the big screen again! July 19 marked the beginning of principal photography for the feature film "Don't Come Knocking." The streets, alleys and

architecture of uptown Butte, including the landmark M&M saloon and casino, will provide some of the sets and backdrops for the film. The film, by the highly acclaimed German director Wim Wenders, (*Buena Vista Social Club; Paris, Texas*) follows the story of an aging cowboy star who walks away from the set of his latest film and heads for Montana on a journey of self-discovery.

The production will film for approximately four weeks in Butte, using many local services, crew members, actors, and extras. "Don't Come Knocking" stars Jessica Lange, Sam Shepard, who also co-wrote the story, and Tim Roth. The Montana Film Office first worked with Wenders in 2002, when he shot a commercial in Montana. "Don't Come Knocking" was in the development phase at the time. The Film Office tracked the film's development and hosted an extensive scouting trip for the production in June, selling the director and producers on Butte as their primary location. The movie is expected to be in theaters in summer 2005.

## Lolo Pass Visitors Center Added to State System

The Lolo Pass Visitors Center and Rest Area joined eight other gateway facilities as a Montana Visitor Information Center (VIC) in July. The new log facility atop the popular Lolo Pass recreation area opened in June 2003. It is operated by the U.S. Forest Service and was built as a cooperative project of the federal agency and the Idaho and Montana Departments of Transportation. The Montana Commerce Department's Tourism Development and Education program has been negotiating with the Forest Service since the center's opening to assist with the visitor center's daily operations through supplemental

## Oklahoma Family Discovering Montana—for Free

For the sixth year in a row, one lucky family has won the vacation of a lifetime through the Montana Kids Vacation Giveaway Promotion on [montanakids.com](http://montanakids.com). Out of more than 7,000 families from every state in the nation who entered the contest, the Knutsons of Bartlesville, Oklahoma, are spending their summer vacation this year in the mountains and

prairies of central and southcentral Montana, and it's all for free. Thanks to a generous group of sponsors, the Knutsons will be busy sunup to sundown. Their adventures will include a stay at Old Faithful in Yellowstone National Park, a visit to yesteryear in Virginia and Nevada City, an underground tour at Lewis and Clark Caverns State Park, a scenic float on the Missouri River, and a stay at a beautiful guest ranch on the Rocky Mountain Front. They'll top it all off with a trip to the Montana State Fair in Great Falls.

The Promotion Division has developed a very successful partnership with Disney's online properties—Disney.com and Family.com—to promote this sweepstakes.

"Montana is no Disneyland, and most of us prefer it that way," says Sarah Lawlor, the Promotion Division's consumer marketing manager, "but the Disney sites do provide just the audience we are looking to reach with this promotion—families and children." Disney created a Montana mini-site that included an

interactive Montana map and a link to our sweepstakes on [montanakids.com](http://montanakids.com).

Once again, a big thank you to all of our partners in this great promotion! The Knutson family itinerary and a complete list of the sponsors are posted on [Montanakids.com](http://Montanakids.com). Look in the coming months on that site for a recap of their exciting time here in Montana with photos and commentary by the Knutsons.



*Alternative accessible formats of this document will be provided to disabled persons on request.*

## Calendar of Events

### August

- 14-17 American Society of Association Executives, Minneapolis, MN
- 21-24 Travel Industry Association, Education Seminar for Tourism Organizations, Boston

### September

- 11-15 Special Traffic (Belgian Tour operator) FAM tour

*For all of the latest Montana tourism industry information log on to:*  
**[travelmontana.state.mt.us](http://travelmontana.state.mt.us)**



*Officials cut ribbon to open the new Lolo Pass Visitors Center. From left, Idaho Governor Dirk Kempthorne; Chuck Winder from the Idaho Transportation Board; Anthony Johnson, chairman of the Nez Perce Tribal Executive Committee; and Charlie Moses of the Confederated Tribes of the Colville Reservation.*

staff funding and display of Montana travel publications. An agreement was reached in June 2004 and the Lolo Pass VIC became a reality last month.

Situated on the crest of the Bitterroot Mountains, Lolo Pass has been an important thoroughfare for more than 200 years. Lewis and Clark trekked over the pass on their historic journey in 1805 and 1806. Today, the Lolo Pass Visitors Center and Rest Area provides a popular stopping point for motorists traveling scenic U.S. Highway 12 and visitors using the surrounding public lands for outdoor recreation. Since Lolo Pass is a popular winter recreation site, Montana visitor information will be available there during that season as well.



**Travel Montana • Montana Film Office**  
**Montana Department of Commerce**

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